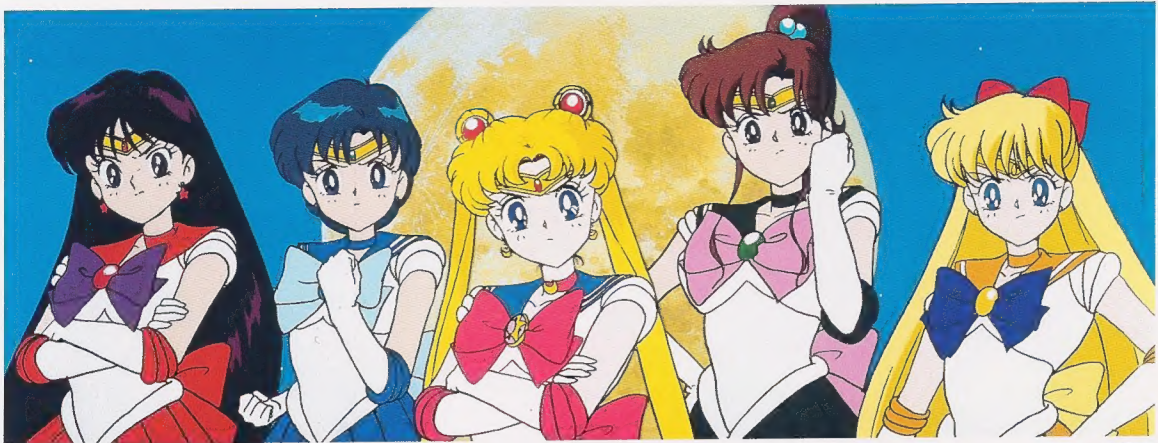
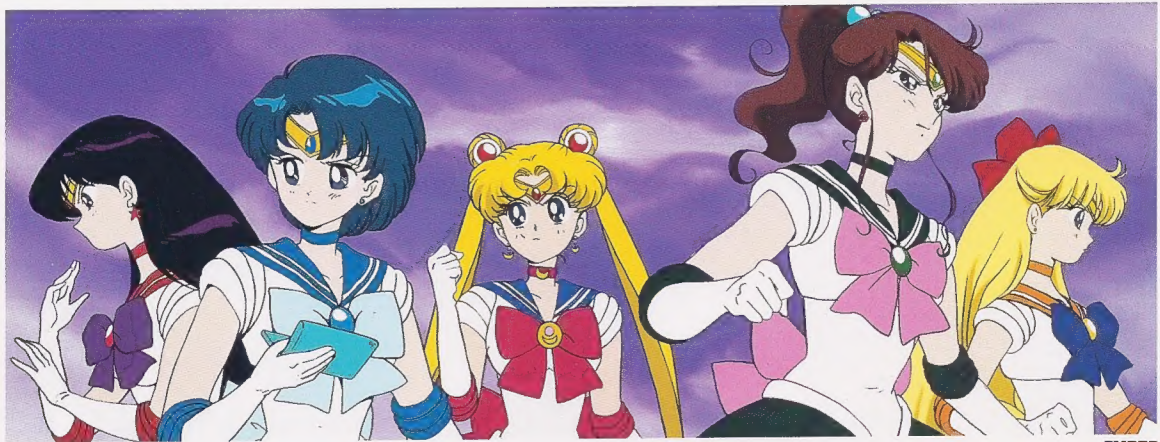


## SHOW OVERVIEW

**WELCOME TO THE WONDERFUL WORLD OF SAILOR MOON!**



**DIC Entertainment, SeaGull & Renaissance-Atlantic/Bandai Toys are proud to announce they have joined forces to put**



**SAILOR MOON into orbit.**

**SAILOR MOON™**



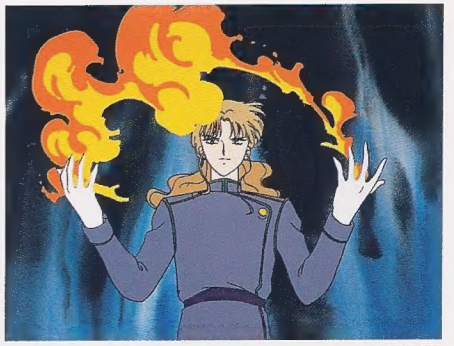
## SHOW OVERVIEW

**SAILOR MOON is the most successful property in the history of children's programming -- over 90 million fans and 1.5 billion dollars worldwide!**

**The SAILOR MOON cartoon is NUMBER ONE in France, Italy, Spain, Japan and Hong Kong!**

**In Japan alone, SAILOR MOON has become the biggest sales & merchandising phenomenon ever -- bigger than "Power Rangers" and "Turtles" combined!**

**SAILOR MOON is being launched with an unprecedented media blitz guaranteed to send sales and ratings sky-high.**





## **The story**

**This exciting animated action-adventure series tells the story of a young girl, SAILOR MOON, and her four high school friends, who become SAILOR SCOUTS when they receive awesome powers from mysterious feline GUARDIANS. Their mission: to fight the never-ending war against the threat of QUEEN BERYL, ruler of the NEGAVERSE, an evil parallel dimension.**

**The advanced technology of the Guardians enables our five ordinary high-schoolers to transform into glamorous and empowered fighters of evil. They battle unique and colorful adversaries -- evil alien beings from the Negaverse who would take over our world -- or destroy it trying.**

**These beings are under the command of Queen Beryl, whose goal is to accumulate human "LIFE ENERGY" and the EMPIRIAN SILVER MOON CRYSTAL which are needed to release the NEGAFORCE, an explosive energy source which would destroy the world as we know it. Beryl has four cold-hearted cohorts who lead the search for the Crystal and gather the Life Energy on Earth.**

**SAILOR MOON -- (Earthly name: SERENA) -- is the leader of the SAILOR SCOUTS. She's joined by:**

**SAILOR MARS -- (RAYE)  
SAILOR MERCURY -- (AMY)  
SAILOR JUPITER -- (LITA)  
SAILOR VENUS -- MINA)**

**In their ordinary form, the Sailor Scouts live a dual life as typical high school students. When Beryl's minions are wreaking havoc, Sailor Moon transforms by accessing the ultra-powerful cosmic technology imbedded inside her locket as she calls out her superheroic, empowering battle cry...**

**"MOON PRISM... POWER!"**

**The other girls transform into Sailor Mercury, Sailor Mars, Sailor Jupiter and Sailor Venus by using their Transformation Sticks to access the locket's ultra-technology. Each girl's superheroine identity is activated by their individual empowering battle cries...**





**MERCURY... POWER!**

**MARS... POWER!**

**JUPITER... POWER!**

**VENUS... POWER!**

**The GUARDIANS -- who've come to Earth from the Moon, in form of talking cats -- are LUNA and ARTEMIS. Luna, a female, is Sailor Moon's friend and confidante and was responsible for introducing the Ami, Rye and Lita to their destiny as Sailor Scouts. Artemis, a male, is partnered with Sailor Venus.**

**The Sailors are aided by a mysterious young man known as TUXEDO MASK (most often seen wearing a formal tuxedo, with a mask over his eyes). When all seems lost, he appears at a crucial point in their battles to help the Sailors conquer their enemies by giving them moral support, or, on rare occasions, actually rescuing them. His Earthly name is DARIEN and he graduated from the same school the girls attend.**

**Darien likes Sailor Moon in her empowered form. Neither is aware of the other's dual identity. Serena dislikes Darien, but adores his alter ego, Tuxedo Mask (much like the ambivalent relationship between Lois Lane and Clark Kent).**

**Thus begin the Sailor Scouts' action-packed adventures, as they battle Queen Beryl's allies in imaginative dramatic sequences. In the midst of their heroic ventures, the girls must also confront more sensitive human issues like the power of love, taking care of the environment, and caring for yourself.**

